

The Quill

OF • SIGMA • DELTA • CHI

"Let Good Taste Govern"

*Newspaper Policy Should Measure Up to the Standards of a
Gentleman, Majority of Editors Declare*



Big News — In Russia

*A Train Wreck Gets Only a Paragraph While Politics Fill
Countless Columns*

Volume XVI

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Number 6

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The South American Date Line Will Predominate

Karl A. Bickel, President of the United Press Association,
Predicts a Shift in News Interest

TO the Fourteenth Annual Convention of Sigma Delta Chi, he said:

"There is nothing peculiar or mysterious about the press association business. It is purely a business—a great international importing and exporting business—in which facts are our cargo and the cable and radio, instead of ships' bottoms our carriers. Primarily the internationally active press association serves newspapers, but indirectly and effectively it serves the interest of American trade.

"America today is in a state of commercial transition. From a basically agricultural country we have developed to the point that our dominant interests are now industrial. And as a great industrial nation our prosperity is largely based upon our ability to sell our goods abroad.

"To maintain our prosperity America is going to have to become the greatest international trading nation the world has ever seen and is going to have to do it in the face of the keenest competition that any nation ever faced.

"No better evidence of this exists than the significant fact that within 72 hours of the election of Herbert Hoover to the presidency of the United States he announced his intention to visit the principal countries of Latin America. America's future in foreign trade must inevitably find its foundation in the potentially rich and powerful nations to the south of us and no more significant gesture was ever made by a president-elect than this immediate recognition by Mr. Hoover of the vital importance to the United States of a complete and thoroughly mutual satisfactory understanding between the great powers of Pan-America.

"Our primary interests rest in the western hemisphere. It is vastly more important today for America to understand Latin America than to seek understanding and appreciation in Europe. For years the attention of the consumers of foreign news in the American press has been directed to the capitals of Europe. But the day of the domination of the European date line is over. With the tremendous popular interest that Mr. Hoover's visit will arouse in the United States in Latin America, enhanced as it will be by thousands of words of newspaper publicity, news from the great continent to the south will take its proper place in the American news menu. And this is eminently proper. A new civilization is being created south of the Rio Grande and an enduring partnership of the two Americas offers the greatest possibilities for mutual good ever presented any group of nations in the history of the world."

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NUMBER 6

Covering Wall Street

By L. B. N. GNAEDINGER

of the

New York Times Financial Bureau

NEW YORK'S financial district is a Klondike for news unique in size and possibly in atmosphere. In its cement-encased, mahogany-lined structures may be found the formal aspects of an old world counting-house or those of a small-town whispering gallery in which circulates gossip trivial or highly significant.

At its dullest, Wall Street news is duller than police news. At its best, it provides that combination of big names, big figures and big movements that makes front page reading. While the news prospector in Wall Street may well show exceptional ability in separating nuggets from sand, he may find the standard methods of police reporting quite applicable south of the Woolworth Building. In fact, they might be applied more widely than they are.

The Wall Street reporter may run across interesting events that either are or are not printed. He'll find highly publishable news in an upheaval of the stock market, a contest between one man and four great railroads, a skirmish in an international oil campaign or a merger involving millions. Or he may have a veteran executive confide how he and not another might have had the appointment that set political and financial circles talking.

He may discover a promoter, whose efforts to convert a security mart into a washtub had been summarily halted, hiding red-faced in an interior office from anxious stockholders stalled in an anteroom or, summoned in haste by a press agent, he may

find a millionaire, waiting—as maidens are said to wait on the first night of a honeymoon—to have bullish statements about his company forced from him.

With news increasingly standardized, Wall Street is as good a place as any for uncovering exclusives—which the opposition either accepts gracefully or off-sets next day by exhuming some corpse and decking it in fresh tinsel to give it the appearance of news. The official hangout for combers of the Street is the press library of the Stock Exchange, where the management provides the two financial news tickers, free telephones, a stock ticker, reference books and typewriters—more equipment than is found in some newspaper “financial bureaus.” Here one may blow about one's achievements or hear them belittled. There is some exchange of routine items between the daily news men. No one helps the ticker men.

Background and contact are the essentials for Wall Street reporting. With background, a two-line handout or ticker bulletin may be legitimately built into a column story. Without it, an inexperienced reporter has been known to come out with the incontestable statement that Western Union and American Telephone and Telegraph positively would

not be merged. In two lines the news tickers may disclose that the New York Federal Reserve rate is to be raised or lowered, but the bank reporter on the daily has the elegant task of filling a column to explain what that means. The ticker curtly announces that bankers have



"taken over" certain stock owned by Bill Jones and for a morning paper this means a lead story on how a sensational market plunger failed to come up in time for air.

CONTACTS are up to the individual. Enterprising bloodhounds of the press seek to cultivate important officials, and, as courtesy is a Wall Street characteristic, they sometimes achieve audiences. In some bloodhounds who forget they are welcomed on the strength of the masthead under which they work, this causes delusions of grandeur. They may believe themselves secretaries instead of reporters, or, to name another symptom, they identify themselves with certain industries and seek to editorialize on the need for higher railway rates or bigger gas and electric bills. The good Wall Street reporter, when found, has the agility to walk the tightrope whose two ends are anchored in the confidence of his newspaper and his informant.

Protecting the source of news is a traditional Wall Street policy. Integrity is therefore an asset for the reporter. Infrequently, a story thus confidentially obtained develops serious leaks and the reporter and his integrity are left holding the bag. He gets blamed, and there is no one in the wide world to help him.

There are three sources of news in Wall Street: handouts, the two news tickers and individual reportorial enterprise (digging). About one-half the editorial space of New York financial sections is filled with handouts, which, of course, include many statistical or corporate statements that could not be originated by the newspapers themselves. About one-quarter comes from the tickers, which, however, frequently overlap the handouts. Long waits and evasive answers make the obtaining of the remaining one-quarter a full-time job.

Dow, Jones & Company, which was long dominated by the late Clarence W. Barron, operates one news ticker and the New York News Bureau, in which Thomas W. Lamont is said to be interested, operates the other. Between them, they have between seventy and eighty reporters, which compares with seven Wall Street reporters each employed by the New York Times and the New York Herald-Tribune. The Dow, Jones ticker is associated with an advertising agency, which, with two other agencies, provides most of the handouts, although other organizations come forward with their mites. News published on the Dow, Jones ticker or printed slips is reproduced in the morning and evening editions of the Wall Street Journal. Items on the News Bureau ticker or slips appear in the Wall Street News, a morning newspaper.

The Wall Street press agent is no slouch. The first announcement that important American interests had entered the public utility industry of a European kingdom consisted of one paragraph of news and five paragraphs outlining the history of water power back to the deluge! All but one morning newspaper played the padding for a top head. Two or three more "teaser" announcements followed until, grand finale, the stock was formally put on sale.

A large banking house recently began putting out essays on the splendid fiscal conditions in the South American republic of Petrolista. Every Wall Street reporter knew this meant a Petrolista loan, but the handouts were printed without comment until the bonds were put on sale.

Nevertheless, the following heart-melting dialogue is authentic and does not distort:

Scene: Speakeasy off Broad Street.

Time: After business hours.

Wall Street Reporter: Pretty quiet with us today.

Wall Street Press Agent: Of course—it was quiet with us.

Crawford Becomes a Magazine Editor

NELSON ANTRIM CRAWFORD, for the past three and a half years Director of Information in the Department of Agriculture, has resigned to become editor-in-chief of the *Household Magazine*, published by Senator Arthur Capper, it has been announced by Secretary Jardine. He already has taken up his new duties.

Mr. Crawford came to the department from the Kansas State Agricultural College, where he was head of the department of journalism and director of the press service. He was formerly in daily newspaper work and has been on the staffs of various magazines.

He is well known as a writer, being a contributor to many periodicals and author of several books. His latest work, "A Man of Learning," a satirical novel, attracted wide attention both in the United States and abroad. He is general editor of the Borzoi Handbooks of Journalism. His book, "The Ethics of Journalism," is accepted as the standard in the journalistic field.

The *Household Magazine*, of which Mr. Crawford becomes editor-in-chief, is published at Topeka, Kansas, and has a circulation of a million and a half, chiefly among residents of small towns.

"Let Good Taste Govern"

Say a Dozen Editors, Commenting on the Tunney-Coolidge-Dodge Test Cases,
Which The Quill Put to Them

THE attributes of a good editor have been pretty thoroughly agreed upon. He must have a hair-trigger mind, capable of working with lightning swiftness and calipered accuracy. He must be worldly wise—too wise for schemers and publicity seekers. He must scent a story with sixth-sense acumen. He must be endowed with a heaven-sent balance, else he'll underplay this and overplay that. He must know his readers' minds, and meet them squarely. He must be able to handle men.

But that is not all. A good editor must today possess another and important quality—a quality not exacted of him as recently even as twenty years ago. He must be a gentleman.

THE QUILL has just finished asking a group of representative editors about a pet subject—how much right the public has to pry into the private lives of American citizens. THE QUILL used, by way of bringing the discussion down to brass tacks, three examples. Had Gene Tunney a right to refuse to divulge the intimacies of his engagement to Miss Lauder? Have newspapers the right to tell the world every time young Coolidge calls on Miss Trumbull? Ought the newspapers have broadcast detailed rumors of an impending divorce in the Horace Dodge family, long before the Dodges started court proceedings?

The answers, of course, were varied. Some editors, notably William Allen White, would accord complete immunity to the individuals in all three of the above cases. Others deprecate the necessity of front-paging such stories, but throw up their hands with a despairing "our readers want it." Still others see justification in printing—more or less conservatively—not only this but similar material.

Through most of the letters, however, there runs a demand for the better type of managing and city editor—the editor who is innately and invariably a gentleman. He must handle such matters according to the tenets of "decency" and "good taste." He will tell only what a gentleman should, in the manner that a gentleman would.

There is no substitute for gentility and good breeding at the executive desk, most letters to THE QUILL agree, because the handling of so many stories depends upon the individual's sense of good taste. Indeed, most editors found even so similar test situations as the three just outlined too divergent to be covered

by one formula. It's simply up to the editor, and if he is a cad his story will sound that way.

"How newspapers are going to handle stories of the type you mention," writes S. M. Reynolds, managing editor of the *Baltimore Sun*, "is going to depend in the last analysis on the manners and tastes of the editors themselves. Editors with good manners and good taste, it seems to me, would instinctively recoil from going to the length which some newspapers did in the handling of the Tunney-Lauder engagement, John Coolidge's love affair, and the Horace E. Dodge divorce case."

This from Walter M. Harrison, managing editor of the *Daily Oklahoman* and president of the American Society of Newspaper Editors:

"Some erudite editor, journeyman jurist or illustrious tycoon of the business or industrial world, will earn a Pulitzer prize in journalism some day, by defining a line marking definitely where the rights of a newspaper to pry into the private life of an individual should cease. I should say that a newspaper should always be a gentleman, and that no paper should tolerate actions by its representatives that the publisher would not be willing to approve in his own circle by his own conduct."

Equally insistent upon good taste is Stuart H. Perry, editor and publisher of the *Adrian (Mich.) Daily Telegram* and a director of the Associated Press. In his opinion

"All such matter as you refer to is in violation of good taste and to that extent I should say the papers do not have a moral right to print it. It is further open to the obvious criticism that it is trivial at best, and often debasing to public taste."

"I would readily concede that a certain amount of publicity regarding the private affairs of public personages might be defended, if it did not go beyond the bounds of good taste and if it were obtained in an ethical manner. I think the whole matter can be judged by the standard of what a gentleman would do in the circumstances."

Both C. H. Dennis, editor of The *Chicago Daily News* and A. R. Holcombe, managing editor of the *New York Herald Tribune*, agree that decency and good taste are the standards by which the availability of such stories, and their manner of telling, should be judged.

"It is difficult to be specific in dealing with the newspapers' right to make public the private affairs of a public individual," points out Mr. Holcombe. "In general I believe that all newspapers should be edited in conformity to a basic rule assuring fairness, justice and good taste. A newspaper which disregards this rule is likely to see no material wrong in giving publicity to the private affairs of individuals. A newspaper which observes the rule will strive to be fair to the person concerned and will publish nothing that will be offensive to the good taste of its readers."

While all editors join in cautioning good taste and decency and a gentleman's viewpoint, they disagree as to the actual news value of the three test situations. One of the tersest and keenest responses is that of Mr. Harrison, who believes that

"There is a wide discrepancy in the three cases you cite:

"1. Publicity made Tunney. It was the boloney fed to the public by thousands of columns that promoted his first million dollar fight. To have him duck from the newspapers who have made him a millionaire, was 'the most unkindest cut of all.'

"At that, I think Tunney and his fiancée should have been let alone in the privacy of Miss Lauder's home. I should not have criticized him for landing a left hook to the jaw of a camera man who tried to sneak up for a snap shot while he had his arm around his beloved.

"2. The doings of a son of the president of the United States are legitimate news, in my judgment, even when he shows particular interest in a young woman. In my opinion, however, he should be permitted to woo his heart's desire in a dark corner rather than in front of kleig lights.

"3. In my judgment, the gossip in the Dodge case went several miles beyond the three mile limit. I think the invasion of the privacy of both man and woman in this case by some so-called enterprising reporters and photographers passed the limits of decency. Such inconsistent invasions of private lives ought to be tempered lest newspapers in general be given an unjustified criticism of being manned by second story workers and hoodlums."

George B. Longan, general manager of the Kansas City *Star*, comments:

"I would say that a newspaper has and should have the right to print anything that comes within good taste, whether it be public or private. In the cases of Tunney's courtship and John Coolidge's love affair, this is the only yardstick by which these things could be measured. Unquestionably, some newspapers printed objectionable and offensive articles regarding the Tunney and Coolidge affairs. This is a matter that can only be handled by the editor of the newspaper and the way he handles such things will stamp the paper as the type of newspaper it is. I think it is silly to discuss any rule to apply other than the one I have mentioned. Personally, I regard Tunney as distinctly a public character who should probably be the last man to run from publicity of any kind. John Coolidge I regard as a semi-public character. The Dodges would come within a different classification. A newspaper can make itself very objectionable, and many do, reporting the most commonplace trial while another newspaper, well edited, can report almost anything and do it well and preserve its self-respect."

Prize fighters and "even baseball players" have some private rights that should be respected, states J. M. North, Jr., editor of the Fort Worth *Star-Telegram*, in the course of a comprehensive comment on Tunney-Coolidge-Dodge questions. He says:

"My own judgment is that the newspapers have gone too far in matters affecting the personal lives of public individuals. I grant that much of it is entertaining reading at times, but I think we frequently overstep the bounds in our desire to appease what we conceive to be the reader's appetite. I presume our own papers have been guilty in this respect, but not to the extent of those in the larger cities, where anything about such celebrities has greater news value and greater street sale possibilities, and where competition is keener. Yet the fact that we ourselves may have overstepped does not alter my opinion that we newspapers have been guilty of some transgressions of good taste, newspaper propriety and the

rights of individuals. Sometimes, we have carried this activity to the silly stage.

"As to the Tunney-Lauder engagement, my view is that the engagement itself was a matter of genuine news interest; that the newspapers had a legitimate opportunity for a complete story concerning it and the previous facts about their courtship. Any way a newspaper wished to play that story, or the extent it wished to go with it, it was well within its rights, in my judgment. But there, I believe, the matter should have ended. I do not believe that news necessity or news judgment either necessitated or justified any hounding of the principals on that score. I believe Tunney and his fiancée at the time were proper in their resentment of attempts to take intimate photographs of them against their will or to land reporters and photographers on the Lauder estate, without permission. True, Tunney was a public figure and is now, more or less. It is true he was largely made so through newspaper publicity. But he became a public figure by reason of his ability as a boxer and it seems to me that in the matter of his engagement and forthcoming marriage he had certain rights of privacy which should have been respected. I think so far as his ring championship was concerned or any other matters incident to it, newspapers properly regarded him as a public figure and stories connected with him a public matter. But I believe prize fighters and even baseball players, with whom the newspapers take every liberty, have some private rights that should be respected.

"As far as John Coolidge is concerned, he is not a public figure and whatever our views may be with respect to the stories printed concerning him and the speculation indulged in regarding his friendship with Miss Trumbull, that situation will soon cease to exist. He seems to be a nice, level-headed young man, who certainly should be permitted to live his own life without being kept under the spotlight of daily publicity. The mere fact that he is the son of a president, of course, offers the only excuse, but I don't believe newspapers would be carrying stories about some other man's son, no matter how prominent, such as they have carried about John Coolidge. If it isn't fair in one case, I don't believe it is fair in the other, even though John Coolidge is the son of our President.

"On the Dodge question, I don't believe that any newspaper should print detailed rumors of a rupture in a family. If such ruptures have reached the courts, that is another matter. However, as I say, our own newspapers probably have violated all of these principles in these instances, on the theory, doubtless, that since the stories have been dug up and broadcast throughout the country printing them can do no harm. But this doesn't alter the opinion, and our policy, locally, certainly takes due regard of one's private rights."

Some logical, interesting views are presented by M. J. Donoghue, managing editor of the San Francisco *Bulletin*, who says:

"No. 1. I think newspapers have the moral right to print columns about Gene Tunney's courtship and friendship with Miss Lauder against his will. Tunney's success is due to the promotion given him through newspapers. The newspapers made him a figure of such public importance his every move held news value. I believe also that newspapers have the right to use their ingenuity in getting pictures of Gene and Polly. I think, however, that the printing of incidents between the two, which neither would voluntarily confide, does not conform to good newspaper ethics. I think it is ethical to charter an airplane to take air views of the Lauder estate, when permission to visit was withheld.

"No. 2. The question of John Coolidge's asserted courtship involves a different problem. By accident of birth he was thrown into the limelight; he owes the public nothing and the public owes him nothing. Despite the fact that any news regarding the Coolidge family is of intense interest, I believe that good ethics would not include delving into this young man's personal affairs. My reason is that I think it unfair to handicap him in this matter so near to his heart, when he is already so seriously handicapped by being a President's son.

"No. 3. As for the Dodge family affair, I do not think it

even of sufficient news interest to merit extraordinary activities on the part of newspaper photographers and cameramen. When Mr. Dodge knocked down a newspaper photographer and kicked his camera to pieces, he flung himself and his personal affairs on the front page and created a greater news interest."

Dissenting with Mr. Donoghue is William Allen White, who believes most emphatically that

"The newspapers have no right to print private details of matters like Tunney's courtship against his will. It is certainly not ethical to violate the privacy of any home for any reason which is based upon mere curiosity of subscribers.

"Second, I think the newspaper's attitude toward John Coolidge's matter was despicable.

"Third, I also feel that the newspaper rumor of the row in the Dodge family was inexcusable."

George B. Armstead, managing editor of the *Hartford Courant*, speaks most interestingly of the whole subject of publicity versus privacy. He says:

"The amount of privacy or of publicity which an individual may achieve is hardly a question of morals. It is a matter governed by the individual's ability to gratify his taste. Each one of us will at times crave publicity for certain of his actions and thoughts. At other times he wishes utmost secrecy regarding them. With utter indifference to logic most persons consider themselves as having a 'right' to either publicity or privacy, as their tastes for the moment dictate. Apparently Nature does not consider the individual as having any particular 'rights' of this kind. Nature so moulds us that in spite of our tastes often we cannot conceal even our innermost thoughts. Others read them in our facial expression, in an involuntary movement of the eyes or an attitude of body.

"Publicity one likes is something to be won, if one has the ingenuity, from a world often unsympathetic. It is the same whether one is a reformer with a new world program, a philosopher itching to be ranked with Aristotle, a poor mechanic with a patent on a new safety razor, or a Gene Tunney equipped with a wallop.

"Likewise privacy, exactly when one wishes it and to whatever degree, is something to be achieved if one has the ability and good fortune. A very proper taste, but hardly is it a matter of 'right' or morals except insofar as one is a member in good standing of a societal group which has set up laws or taboos governing individual cases.

"How closely and with what constancy our neighbors may study and broadcast our actions or words is a matter of taste and ingenuity again. We can hardly with logic deny them the right to be inquirers, observers, broadcasters. We may accuse

them of bad taste, bad manners; or we may set out to blacken their eyes and smash their cameras, in retaliation. But that proves nothing except that tastes differ, as do manners.

"Men are endowed with a considerable passion for inquiry, with a curiosity concerning one another in matters both important and trivial. Taste, business advantage, and manners are involved, but Boswell never has been accused of being immoral because he observed Dr. Johnson minutely and reported accordingly. He may have violated many notions of what is good taste but he had a moral right to be an indefatigable reporter. Mr. Tunney's quarrel is with the cussedness of the human race, not with the morals of the reporters or the managing editors who send them out."



The Quill Specifically Asked

In its letter to editors—

Have newspapers the moral right to print columns about Gene Tunney's courtship and friendship with Miss Lauder, against his will? The public made Tunney wealthy. But he has seemed willing to discuss fighting at any time. Have newspapers the moral right to instruct reporters and photographers to get them intimate photographs of Gene and Polly, of family groups, and of incidents between them that neither would voluntarily confide. Is it ethical to charter an airplane and take air views of the estate, when permission to visit it is withheld, or to bribe a boatman to land a reporter on the island?

Have they a moral right to broadcast the fact that John Coolidge has called on a young woman, and to speculate on the intensity of their friendship?

Ought they to have printed detailed rumors of a rupture in the Dodge family, before divorce proceedings had been announced?

Read How They Answered!

From Louis A. Weil, editor of the Port Huron (Mich.) *Times-Herald*:

"1. Newspapers have the moral right to print stories of Gene Tunney's courtship and friendship with Miss Lauder up to the point where these stories do not violate the rules of decency. Newspapers have not the right to invade a person's home under protest. Neither have they the right to steal photographs or to bribe employees to do dishonorable acts. It is neither ethical nor honest for a newspaper to ask its reporters to do what the publisher himself would be ashamed to do.

"2. Editorially several months ago, we called upon the press to leave young Coolidge alone. No father likes to have his boy made the target of a lot of sob sisters and yellow journalists. Of course, John Coolidge, like the Prince of Wales, is in the public eye, but in his case, as in the case of Tunney and all others, there is a line of decency over which newspapers should not pass.

"3. We do not print details of divorce cases. Naturally, the writer does not believe that the newspaper should have printed rumors of a rupture in the Dodge family even before it got into the courts.

"It is my idea that a newspaper should be decent. It should be kind and tolerant. It should be honest with itself as well as with the public."

Gene Tunney in training for a championship battle is a public character. Gene Tunney as a private citizen is entitled to keep his affairs to himself. Such is the opinion of Chapin Hall, assistant managing editor of the Los Angeles *Times*. In Mr. Hall's own words:

"The Los Angeles *Times* takes the conservative view on matters of this kind, i.e., that it is not within the legitimate function of a newspaper to pry into the private affairs and family life of individuals unless it is necessary to do so to develop important and relevant data having to do with a 'live story.' Gene Tunney in training for a championship battle

(Continued on page 21)

Sigma Delta Chi Strides Ahead

Karl A. Bickel and William P. Beazell Recognized by Fraternity

SIGMA DELTA CHI convened to take stock of itself, on November 19, 20, 21. Gathered at Evanston, Illinois, in its Fourteenth Annual Convention, to cast a glance back over its busy career and lay plans for the future. Found itself marching toward a position of national influence with the lusty strides of youth.

The fraternity cannot claim the dignity of years. Attending the convention was L. H. Millikan, of Indianapolis, a tall erect man, who helped found the first chapter of Sigma Delta Chi at DePauw. He isn't old, and he might be slightly piqued if you called him middle-aged.

It's just 19 years since Mr. Millikan, scratching his head over a name for the proposed journalistic fraternity, turned for inspiration to the sorority emblem pinned to his undershirt. Yet, at the 1928 convention, delegates from 39 chapters situated in the largest colleges and universities in the country, and alumni from a score of cities, were gathered.

Karl A. Bickel, president of the United Press Association, was convention speaker and guest. At the banquet, in the Wrigley building on Michigan Boulevard, he paid tribute to the power that's inherent in youth and voiced his belief that Sigma Delta Chi is to become the guardian of American journalism.

"Age draws back in confusion before youth," he said. "Age knows too much. Like experts. Age knows it can't be done. Then along comes a youngster. He doesn't know the limitations. Nobody's told him. So he goes ahead and does what can't be done."

Mr. Bickel gave the convention a picture of the increasing influence of press associations. In the coming struggle for world trade he believes that the interest of American readers will shift from Europe to South America. He predicts that the dominance of the European date line on news stories will soon be at an end, and he points to the thousands of words that the United Press is sending daily to South America and receiving back from there, as evidence.

As the United States comes to depend more and more upon exports for prosperity he foresees new problems, a reconsideration of the tariff, and the need for harmonious understanding between nations. American press associations, publicity agents for the United States, will then become a powerful agent in binding the nations of the western hemisphere to-

gether. (On another page is a more detailed report of Mr. Bickel's speech.)

THE convention took in two new undergraduate chapters by voting favorably on the petitions of the Fourth Estate Club of the University of Florida and the Blue Pencil Club of Washington and Lee at Lexington, Virginia. It also laid plans for installing the chapter at the University of South Carolina, which had been voted in previously. This increases the number of chapters to 43. The group at Louisiana was suspended for not sending a delegate to the convention.

Nearly every section of the country is represented by the new officers of the fraternity. Honorary president is William P. Beazell, assistant managing editor of the *New York World*. Robert B. Tarr, of the *Press*, Pontiac, Michigan, is president. Mr. Tarr has served the fraternity during the last two years as national secretary.

The other officers are: first vice-president, Franklin M. Reck, *The American Boy Magazine*, Detroit; second vice-president, Bristow Adams, Cornell University; secretary, Edwin V. O'Neel, *The Times*, Indianapolis; treasurer, Charles E. Snyder, editor, *Chicago Daily Drivers Journal*; alumni secretary, Walter H. Humphrey, *The Press*, Fort Worth; *Quill* endowment fund trustee, Ward A. Neff, publisher, *Corn Belt Farm Dailies*; executive councillors, John G. Earhart, *Chicago Daily Drivers Journal*; I. D. Carson, representative, N. W. Ayer & Company, Philadelphia; Blair Converse, professor of journalism, Iowa State College, Ames; M. O. Ryan, Fargo, North Dakota.

The convention opened Monday morning, November 19, in Harris Hall, Northwestern University, with President James A. Stuart, editor of the *Indianapolis Star*, presiding. Director Harry F. Harrington, of the Medill School of Journalism, welcomed the delegates. Committee appointments and reports occurred the morning and after a lunch given by the university board of publications, at which Mayor Charles H. Bartlett, of Evanston, spoke, the delegates convened to hear a series of talks by newspaper men of Chicago.

After the banquet in the evening, delegates were taken through the giant newspaper plant of the *Chicago Tribune*.

Tuesday was a day of committee meetings and reports relieved by a luncheon given by the Northwestern chapter and addressed by Walter Dill Scott, president of Northwestern University.

Late in the afternoon, the host chapter conducted a model initiation. At this time seven new members were taken in. One was William L. Mapel, of the journalism faculty at the newly-elected Washington and Lee chapter, who had previously been seated in the convention as a guest. Another was Joseph Karesh, University of South Carolina. The others were undergraduates at Northwestern: Kirk A. Earnshaw, Clarke Wales, Charles T. Patterson, Paul Sandegren, Dick Hackenburg.

Chicago newspaper men entertained the delegates Tuesday evening at the Press Club on West Monroe street. William H. Maas, vice-president of the *Mid-Continent Banker*, in charge of arrangements, provided punch, sandwiches and a lively crew of entertainers from a loop musical comedy.

Wednesday concluded the three-day program. Reports were finished, awards made to chapters and individuals, and memorial services held for members who had died during the past year.

The convention brought out that Sigma Delta Chi is gaining in power in large cities throughout the country. A new and active chapter has been established in Philadelphia. New York alumni are planning to create a strong group and hope to start things off with a national Founders' Day dinner next April. William P. Beazell is in charge of arrangements. Cleveland newspaper men are organizing.

OREGON STATE, on the basis of its record during the past year, won the 1928 F. W. Beckman Efficiency Trophy, given annually to the best all-around chapter of the fraternity. Oregon State conducts each year a convention for high school editors, it publishes a Freshman edition of the campus paper on registration day, issues a style book and other publications, holds journalism rallies and broadcasts over the college radio station.

Iowa State, second in the efficiency cup race, holds a series of contests for country newspaper editors, campus newspaper men, and high school staffs. It is-

sues the *Green Gander*, highly remunerative humor publication, and broadcasts news three times a week over the radio.

Colorado was third, North Dakota fourth, and Indiana fifth. Honorable mentions were: Montana, Texas, Nebraska, DePauw, Grinnell, and Oregon.

Missouri won the newly-established Lawrence W. Murphy Professional Achievement Trophy. This is given, in effect, to the chapter the largest percentage of whose graduates are actively engaged in journalism. It was awarded this year for the first time. Illinois received honorable mention.

The convention established still a third contest in accepting the plan offered by Maurice O. Ryan, national speakers' bureau chairman. Mr. Ryan will give a cup, at the next two conventions, to the chapter showing the best attendance. Number of delegates and distance traveled will be taken into consideration.

The report of John G. Earhart, chairman of the Personnel Bureau, shows that the bureau placed 26 Sigma Delta Chi men in newspaper jobs during the past year. Fees from the men served brought \$841 into the general fund of the fraternity and helped substantially to support the international headquarters that has now been in operation just a year.

President Stuart, who has served the fraternity untiringly during his term of office, was awarded the Wells Memorial Key, established in memory of a former president of the fraternity.

The convention authorized the appointment of an alumni committee to investigate the work of the British Institute of Journalists and to report on a program looking toward a closer union between journalists.

John Dreiske, of the Northwestern chapter, submitted a plan of national awards for excellence in various types of editorial work. The plan was referred to the executive council.

In the future, alumni may become members of the newly established Key Club. The dues are \$25 and entitle the member to a perpetual good standing card and a Sigma Delta Chi key. Membership will relieve the alumnus from payment of the annual dollar dues provided in the constitution.

Resolutions of appreciation were extended to John

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ROBERT B. TARR
President

The Country Editor Finds an Admirer

A Great Railroad Follows His Lead in Publishing Its House Organ

By RICHARD W. BECKMAN

LET the country editor get ready to replace the top two buttons on his vest, purchase a new hat two sizes larger than the old one and find solace in the sincere flattery of imitation. Let him stop cursing, in those repentant moments most country editors have, over the fate that has set him up in a business that allows a delinquent subscriber to settle his bill for the past two years and the next two years with a Christmas turkey or a load of fire wood. Industry, that supposedly heartless force that plays the villain in many an Interstate Commerce Act drama, has taken a tip from the country editor. The Pennsylvania Railroad has tried out his ideas, found them workable, and established three editions of *The Pennsylvania News*, which, in makeup and the treatment of news, resembles nothing so much as a live country newspaper.

The Pennsylvania Railroad depends upon the editions of its newspaper, which are published bi-monthly at Philadelphia, Pittsburgh and Chicago, with a combined circulation of 185,000, to furnish the news of nearly 11,000 miles of railroad to its employees and officers. Other industries, including many railroads, prefer monthly magazines and periodical letters from the offices of their various officers for this purpose and this railroad is almost alone in its choice of the newspaper medium.

The Pennsylvania News was established in 1922, in those hectic days of railroading that followed the release of the railroads from government control and their return to private operation. Casting about for a means of cementing the individual relations of the railroad and its employees, the officers favored the use of some sort of a periodical publication. Ivy Lee, adviser in public relations to the Pennsylvania, suggested a tabloid newspaper—a printed sheet that would place the railroad's news in the hands of its readers the day after it was printed, not ten days or two weeks later. Cost was another factor which entered into the choice of the newspaper form. In the six years of publication the cost of 24 issues per year has averaged less than 50 cents per reader.

Tabloids, five columns in width, made their appearance at Chicago and Philadelphia, and an eight col-

umn newspaper appeared at Pittsburgh. Each of the newspapers covers happenings on one of the three territorial divisions of the railroad—the Eastern region with about 4,000 miles of line and the Central and Western regions with more than 3,000 miles each.

A news man—a seasoned reporter—was selected to edit each of the three editions. Logan B. Sisson, editor of the Central region edition at Pittsburgh, was formerly city editor of the Pittsburgh Dispatch. K. D. Puleipher, editor of the Western region edition at Chicago, a Sigma Delta Chi graduated from Illinois in 1918, was formerly a staff writer for the Chicago Associated Press office, specializing in railroad and labor news. Walton M. Wentz, editor of the Eastern region edition at Philadelphia, has had fifteen years of experience with the Pennsylvania Railroad's publicity bureau and five years with Ivy Lee.



THESE selections were made with the thought that newspaper men as editors could give the proper news tone to the publications, while younger men as assistant editors, selected from the ranks of the railroad, could supply the basic knowledge of railroading, which cannot be acquired in a day. With this kind of staff an industrial newspaper has been developed that uses the straight news style throughout. The editorial "our" and "we" are taboo in referring to the railroad or any of its parts. Only in the masthead is any reference made in a personal way to the railroad, and that is contained in a short sentence that serves as a declaration of purpose.

The big news of the railroad finds its way into the *News* columns only as members of the editorial staffs of the three editions go after it. Even the important announcements from the president's and regional vice-presidents' offices are not timed for first publication in the *News*. The editors constantly find themselves, to a certain degree, in competition with the reporters of the daily press. The news isn't handed them on a platter, long before it goes to the daily press. It doesn't even reach them much in advance of release date.

The recent announcement of the proposed electrification of 325 miles of Pennsylvania main line in the

(Continued on page 20)

Observations on the Newspaper Business

Jotted Down at the Fourteenth Annual Convention of Sigma Delta Chi,
Held at Evanston, November 19-21

Arthur G. Sheekman, column conductor, Chicago *Daily-Journal*:

It's all right to specialize, but when you're first applying for a job it isn't always wise to specify just what niche you want to fill. A chap I know, who had decided that he was most fitted to conduct a column or review books, once interviewed a managing editor in this manner:

Applicant: How about conducting your humor column?

Managing Editor: We have a columnist.

Applicant: How about reviewing books?

Managing Editor: We've got a reviewer.

Applicant: H-how about—a—a—job?

S. J. Duncan-Clark, editorial writer for the Chicago *Evening Post*:

An editorial writer must have convictions. And if he gets an assignment that doesn't square up with his convictions, he may take one of three courses: try to dissuade his publisher from the contemplated course of action; beg to be excused; quit.

The editorial writer cannot sit down and solve out of his inner consciousness problems that the people of his community are sweating over. The editorial writer's chair is not an escape from life.

Editorial writing depends upon the news room. You cannot expect to have intelligent, honest editorial comment without faithful, true reporting of news. Reporting that is honest in fact and in emphasis.

Cloyce C. Hamilton, aviation editor, Chicago *Daily News*:

The need for an aviation editor? Ten years ago there were 255 miles of scheduled air routes. Next year there will be 51,000. Three years ago the aviation industry was valued at \$5,000,000. It's now valued at \$125,000,000.

William S. Hedges, radio editor, Chicago *Daily News*:

Some radio pages are deadly when they should be as lively and interesting as the sports page. The Daily News always leads off with a news story under a 36-point eight column streamer. We don't destroy confidence and interest by giving free space to advertisers.

Radio programs are providing a new field for writers. There's no reason why newspaper men shouldn't consider writing for radio audiences. There's plenty of demand for good copy.

Hamilton:

Most newspapers play airplane accidents all out of proportion to their news value. Every forced landing is a "crash." Every story of an actual crash should tell accurately what the conditions were so that the public may judge whether it occurred because of an error on the part of the pilot, recklessness, or because flying is inherently unsafe. It isn't fair to give readers cause always to draw the last conclusion.

William Ayers, financial editor, Chicago *Journal of Commerce*:

Too few newspaper executives realize the full interest value of financial news. There's really nothing much more interesting to a man than the news that he's made a hundred, or a thousand, dollars.

More newspaper men ought to consider the financial field. It's the least crowded of all the specialties. Men are always leaving it for better jobs at higher salaries. Not a single financial editor or reporter in Chicago today has reached middle age. So if you have a chance to enter the field, take it. You'll never be sorry.

William A. Kittredge, director of design and typography, R. R. Donnelly & Sons, The Lakeside Press, Chicago:

The advertising profession is busy buying the larger part of the best talent in writing and art; the newspapers are taking what's left.

City Daily or Country Weekly?

If you're working on one or the other, you've wondered whether you ought to make a change.

You'll get the weekly newspaper man's viewpoint, contrasted with that of the metropolitan reporter, with figures to back it, in an article in the next Quill.

It's written by Maurice O. Ryan, executive councillor of Sigma Delta Chi, and former managing editor of The Devil's Lake (N. D.) World.

Also in February, you'll find a discussion of news and newspapers in Australia, by Ben H. Robertson (Missouri '26).

Big News—In Russia

Junius Wood, Veteran Chicago *Daily News* Reporter, Tells What It Is

Reported By RICHARD W. BECKMAN

Junius B. Wood has the informal reputation in the newspaper fraternity of having gotten more real news out of Russia during his four years' stay than any other one foreign correspondent since the Revolution. He has written a book, *Incredible Siberia*, which is full of enlightening commentaries on the Soviet cause. It is not filled with damaging accusations, but is sprinkled with a multitude of cold bare facts from which only one conclusion may be drawn. He describes, for example, a conducted visit to the public library in a small Siberian town. Reading tables, benches, and shelves the building had in abundance—but books and magazines were completely lacking. In this article he gives you the facts about Russian newspapers of the communist regime and tells something that throws a different light on the censorship of outgoing news by the Soviet government.

BIG news! When the engineman on a fast train misjudges the speed with which his brakes will take hold and runs through a passenger station killing 20 people, that isn't news in Russia—at least not big news. It happened in Lenin-grad, and the newspapers there carried a stickful on an inside page two days later.

An American newspaper man might think that such a state of affairs indicates a virtual monopoly—a one-newspaper city. But Junius B. Wood, foreign correspondent of the Chicago *Daily News*, who recently returned to the United States after four years of service in Russia and Siberia, will tell you that Moscow boasts fourteen daily newspapers. The enterprising American publisher might sigh: "What a field of action for one energetic city editor and two ambitious reporters, even in a city of a million and a half inhabitants!"

Big news? Wood, as he pulls on a corn-cob pipe and delves further into his store of experience among the seething Soviets, relates the incident of the rounding up of a gang of pickpockets by the O-gay-pay-oo the Obiedinennoie Gosudarstvennoe Politicheskoe Upravlenie or in English, the United State Political Control. Without too much formality in the way of continuances or appeals the eleven culprits were found guilty and shot. That didn't appeal to the city editors as a big story, either, and in the course of several days the papers covered the whole occurrence in perhaps a hundred words.

What is big news, in Russia? Well, the news columns are filled with endless discussions of political and social questions to the practical exclusion of what in this country would be considered spot news, Wood explains. A meeting of the Communist party is big

news. It is covered with a two-page story appearing from five days to two weeks after the event. Such a story is carried on the front page along with an editorial and a heavy article on some problem having to do with industry or the peasants. Each of the discussions presents only one side of the problem. The theory advanced by the particular organization that publishes that newspaper receives major attention, and an impartial news story reporting both sides of a controversy is almost unknown in Russia. Foreign news, a small amount of local news, and advertising fill the remaining pages.

Each of the fourteen daily newspapers in Moscow serves as the organ of a political party or an economic association. The *Pravda* (*Truth*), published by the Communist party and the *Izvestia* (*News*), published by the Russian cabinet, the Sovnarkon, have a circulation of from 400,000 to 800,000. Due to certain restrictions upon private enterprise and consequently upon advertising, the newspapers do not find it profitable to strive for a circulation above 385,000, and a six or eight page paper will rarely carry more than one and a half pages of advertisements.

Moscow has two financial papers, one sponsored by the Commissariat of Finance and the other by the Supreme Council of National Economy. One or two of the other papers are printed in tabloid form, but with very few photographs. Such trade union publishes a daily and the Young Communists and the Young Leninists issue their separate newspapers.

Wood tells of a scene at a railroad station when the railroad men's union newspaper was distributed. The entire train crew and all employees about the depot immediately became deeply absorbed in the contents. The trains moved on, it appeared, when the crews had completed their reading.

But the Russian does not satisfy his craving for reading matter with newspapers alone. There are illustrated weekly magazines in Moscow which treat things in a comic vein; heavy periodicals with lengthy discussions of pertinent economic subjects; radio magazines, and magazines devoted to a variety of individual topics.

"The great increase in publications since the end of the World War," Wood says, "is due to the continued government propaganda for the elimination of illiteracy."

The successive editions issued in even the smaller cities in the United States are unknown in Russia—one edition represents the daily product of the editorial staff. Morning papers are placed on sale between nine and ten o'clock and the afternoon papers appear about three o'clock. What is known as the "boulevard paper" appears at one o'clock in the afternoon, it treats events in a light and almost sensational style.

The half-million circulations of the Moscow dailies are dwarfed when compared with the *Peasants' Gazette*, which has a daily mail circulation of more than 1,000,000. This newspaper has thousands of correspondents in all parts of Russia; it receives in its mail as many as 1,000 letters per day. With this wide variety of expression available its editors are considered to be in a position to prepare stories that truly reflect countrywide opinion on almost any question.

The news staffs are not as large as in this country, since crime, scandal, and routine stories are so rigorously excluded. A killing is covered only in connection with some social problem that it may illustrate. Reporters are not as obtrusive. A foreign staff might consist of six men who would be familiar with a variety of languages.

All foreign news is handled by an official agency—Tass, (Telegraphic Agency of the Soviet Union) which has representatives in many foreign capitals. All cable news comes into Russia by Tass, and all cable news to foreign newspapers goes out of Russia by Tass. Tass provides, however, only a very circumscribed service, and recent news events that extended over a period of several days, and to which American newspaper devoted tens of thousands of words, were limited to bare details in Tass cables.

Wood speaks of the "wall" newspapers which are a matter of government regulation in Russia. Every factory, government department, hotel, railroad shop, and other business or industrial unit

posts in a central part of its building a weekly or monthly bulletin, which is compiled according to a certain form prescribed by the board of education. In addition to the latest news of international, political, and local significance, they contain criticisms of the officers of the particular organization on whose walls they are posted. Some of these wall newspapers graduate into the class of regular newspapers to be distributed among the employees.

No conversation with a Russian correspondent is complete unless it turns to the ever-present specter—censorship—and the methods employed in getting the printed stamp, *Glavlet*, on a piece of regular mail copy or a cablegram. Every printed thing in Russia must bear that impression, showing that it has been passed by the censorship, which is a branch of the foreign office.

There is nothing secret about the censoring though, Wood points out, and it is more in the interests of accuracy and precision as to specific statements and figures than a concerted effort to throttle the activities of the foreign correspondents and suppress what they consider legitimate news. The correspondents and the censors are on good terms. Usually there is nothing dictatorial in their manner and they make a practice of freely discussing any changes in cables or other copy. On one or two occasions when the press of business in the censor's office was great, Wood has had the censor hand him a blank cablegram blank with the necessary stamped imprint affixed to the bottom.

The story of Leon Trotzky's expulsion from the Communist party was thoroughly suppressed by the head of that organization. Correspondents tried the cable with no success. A letter to Berlin was a different thing, as there is no admitted censorship of the mails and a letter is sure to get to Berlin within from three to five days. The suppressed Trotzky story was mailed to Berlin, cabled all over the world, and printed in thousands of newspapers about two weeks before it was released for publication in Russia, though probably everyone in the country knew about it within a few days after it took place.

While there is no admitted censorship of the mails, and outgoing letters are always sure of delivery, incoming letters are rigorously scrutinized with an eye to uncovering anti-communistic plots and intrigues. Outgoing mail is untouched largely because of the physical difficulties in the way of its censorship without interminable delay.



The Metropolitan Farm Editor Writes For ALL Readers

Frank Ridgway, Chicago Tribune, Outlines the Agricultural Editor's Job
to Frederic A. Lyman

THE late E. T. Meredith, when he was secretary of agriculture, gave a talk before the Chicago Association of Commerce. Between six hundred and seven hundred business men were in the audience.

"How many of you," asked the secretary, to illustrate a now forgotten point in his speech, "were raised on farms?"

A forest of hands went up—so many, in fact, that the distinguished speaker had to reverse his question.

"How many of you were *not* raised on farms?" he questioned. Out of the entire audience, only a dozen raised their hands!

That, in brief, in the words of Frank Ridgway, agricultural editor of the Chicago Tribune, is the reason why a purely metropolitan newspaper, as typified by the "Home" and "Final" editions of the Tribune, considers it essential to employ a full time editor to develop agricultural copy. The reason wasn't quite so clear, though, to Ridgway when he took over his present job in June, 1919.

"When I first started," Ridgway explained, "it was my impression that I was to write agricultural news for rural subscribers. It took me a year or two to see that a bigger job awaited an agricultural page editor than merely writing for the limited part of the circulation that receives the mail editions. I found that the larger field of service, yet untouched, could be reached through the doorsteps and the news stands within the city limits. Today I write agricultural copy for city readers.

"The growth of cooperative and other modern marketing methods has brought the city business man in closer touch with the farm in business relationships. Many a man in the city must keep in touch with agricultural trends or his business will suffer. And the country-raised city dweller who is not required to keep so closely in touch with the trends gets a wallop out of a farm picture or story in his morning paper—a wallop that reduces the latest football dope to something that should be read along with the obituary notices. It makes no difference if he left the farm smarting from a parental tanning in the woodshed or the kick of an obstreperous mule, he is still interested.

"In the past there's been a tendency for the editors to throw most of the farm copy into the wastebasket. And copy readers rewrote the little that got by the editor until it was unrecognizable," Ridgway said,

turning attention to the newspapers' viewpoint. "They operated on the theory that the reader would not be interested, a proposition colored by their own lack of knowledge of agriculture. Today that attitude is changing and the very best reporters are being assigned to cover events of agricultural interest and importance.

"In the old days the machinery of covering a farm event worked like this: 'Jim, you've lived on a farm haven't you? Well, go over to the Sherman and see what that bunch of farmers are doing today. Oh, a hundred words is too much.'

"And Jim, who left the farm because he hated it and stayed away for the same reason, wrote a paragraph or two, probably distorting his account with his own unfriendly and inadequate opinions. As a result, the farmers and their leaders were antagonized and the paper subjected to ridicule.

"Farm news wouldn't disappear from the newspapers even if all the agricultural editors and reporters were fired. The so-called 'farm problem' would take care of that. The political and financial reporters, the star reporters who are detailed to cover special events and interview prominent men, and the feature writers are all climbing on the agricultural band wagon. The city editor couldn't keep them off if he tried.

"But the farm editor must be of a more sympathetic nature. He must know the farm and agricultural problems. He's got to present the subject sympathetically, but without a farm bias. His job is to interpret agriculture for the city reader from the farmer's side of the fence."

RIDGWAY outlined another service that the writer on rural subjects can perform—the task of bringing the business man's knowledge of farming up beyond the "turn of the century." Many city dwellers think of the farm as it was when they left. They think of oil lamps, rickety carriages, horse-drawn equipments, shaky wooden buildings. They can't visualize the electrically lighted farm with hollow tile buildings and tractor equipment. With radios, autos, and running water. The agricultural section of their daily brings them up to date. It creates a better understanding between industry and agriculture.

The prospective journalist who yearns for a career with his ear attune to the happenings in the farm

domain will find encouragement in Ridgway's idea in the future of this type of writing:

"The agricultural journalist in the metropolitan newspaper field will find good opportunity for his talents if he's the sort who is willing to render service. He's got to be fearless, for many times great pressure is brought to bear by industrial and city interests who think that their welfare runs counter to the farmers'. He must not be radical and must establish himself with his readers before he can take full advantage of the opportunities for service that arise. After all, the interests of agriculture and industry are similar and it is the agricultural editor's job to prove that to his readers.

"There are many city newspapers, I am sure, that would establish an agricultural section if they could

find the right man for the job. We should have more men of the calibre of Collison of the Minneapolis *Tribune*, Ammon of the *Wisconsin State Journal*, Martin of the *Decatur Herald*, and the Bills, father and son, of the *Bloomington Pantagraph*. In a small city where a large percentage of the circulation is made up of rural subscribers, you can write news primarily for the rural reader, but on a metropolitan daily, write agricultural news for the city reader and you will also get the attention of the farmer without missing a large part of your audience."

The *Tribune* agricultural editor's desk harbors nearly as many untold stories as the police blotter and the grand jury room. On the other hand there are a host of events that on the surface are only agricul-

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These Are Remembered

DELEGATES to the fourteenth annual convention of Sigma Delta Chi at Evanston, last month, paused a half hour from their labors to hold a solemn service of remembrance to members of the fraternity who died during the past year.

The names of fourteen men, together with their records of service to journalism, now ended, were read before the convention. They are:

Erie C. Hopwood, editor of the *Cleveland Plain Dealer*, and president of the American Society of Newspaper Editors. Mr. Hopwood was initiated into the fraternity by the Ohio State chapter as national honorary member, on March 1, 1928. He was not well at the time of his initiation but insisted on making the trip to Columbus because he felt that the fraternity had "some pretty fine ideals about the newspaper business." He died on March 18 of heart failure following an attack of rheumatism.

Clarence W. Barron, president of the *Wall Street Journal*. Mr. Barron was initiated by the 1922 convention at Iowa State College, Ames, as national honorary member. Mr. Barron was founder of the Boston and Philadelphia News Bureaus. At the time of his death he was one of the most important journalistic-financial influences in the United States, universally known for his *Wall Street Journal* and the ticker service operated by the Dow, Jones & Company of which he was manager.

Edgar Bramwell Piper, editor of the *Portland Oregonian*. Mr. Piper was an associate member initiated by the Oregon State chapter. He died on May 3.

Hunter Courtland Moody, Jr. Moody was an undergraduate member of the University of Kentucky

chapter. Before his death on June 30, he had achieved an unusual record in undergraduate activities, journalistic and dramatic.

S. E. Carrell, on the staff of the *Daily Gates City*, Keokuk, Iowa. Carrell was initiated into the Iowa chapter. He died on May 25.

Emerson B. Brown, *Globe Republican*, Auburn, Washington. Brown was a member of the Washington chapter.

G. F. Foster, alumnus of the Washington chapter. Jack C. Norvell, Jr., publicity, Berkeley, California. Norvell was an alumnus of the Montana chapter.

John Golibis, *Oklahoma State Register*, Guthrie. Golibis was an alumnus of the Oklahoma chapter.

Morrison R. Toomer, editor of the *Fort Worth Press*. Toomer was widely known as a political writer of unusual insight. He was an alumnus of the Oklahoma chapter.

T. F. Moran, head of the department of history and economics, Purdue University, Lafayette, Indiana. Moran was a member of the Purdue chapter.

Colin V. Dymont, newspaper publisher at Hayward, California. Dymont, an associate member of the University of Oregon chapter, has served as professor of journalism at Oregon, as dean of the college of literature, science and arts, and as managing editor of the *Morning Register*, Eugene, Oregon.

Dr. Talcott Williams, dean emeritus, Pulitzer School of Journalism, Columbia University. Dr. Williams was an associate member of the Wisconsin chapter, and has served his profession eminently in the educational field.

Emery Paxton, Missouri '25.

He Gets a Kick Out of the Presidential Confab

Strickland Gillilan Has Free-Lanced in Washington for Years, But He Still Gets a Wallop When He Faces the President Across the Big Table

WE are born hicks with a lot of hero worship in us. We keep on believing in the superman long after we know there "ain't no sich animal." He simply has to be or we would go out in the back yard and eat worms or sit in the corner and put beans up our noses. We have to exercise supreme faith in somebody or something, or quit. We try to act blase, but we really aren't. We are only boys, with a boy's dread of showing emotion.

This principle is responsible for the fact that all newspaper men from everywhere get a big kick out of the twice-a-week confab face to face with the President of the United States. They may not admit it—but they do. To read what the purport of that conference is, is one thing. To have seen the Presidential features wiggle and heard the tones of the Presidential voice enunciating the actual words, which never get verbatim into print, is something else again.

As an old-time newspaper man from the sticks—and the remoter cities, who had always taken my Washington news as I found it, there was and is a big thrill in being in Washington among the men whose by-lines have impressed me ever since I began reading with whatever degree of intelligence I own. It is all exciting—to sit at the big round table at the fat-chewing session of the Press Club wranglers at lunch time is a foretaste of heaven to this one apple-knocker. But the delight of my existence is to join the throng at the White House for the interviews with the President. The first one was a knockout to me, and the subsequent ones haven't destroyed my zest in them.

I hope none of 'em ever will! I want to keep hold of that one illusion, though, I know it is an illusion, for it is so closely interwoven with my patriotism that I wouldn't give it up for all the disagreeable realities in the world. While Calvin Coolidge himself may be intrinsically just a common mortal, the thing we did to him when we put him into that place lifted him above a lot of common things. And when he took that most solemn of oaths and entered the greatest of all offices something was put into him that set him apart—not in his own estimation, but in ours as Americans.

It is fun to attend the President's press conference when Calvin happens to be facetious. Few men have a truer sense of humor or overwork it less. He gives it rein so rarely that the effect of any funny thing he says is always heightened—his humor seems ever priceless and delicious.

There is not a newspaper man in Washington who does not chuckle at the memory of what the President once said to Floyd Rush when the latter, now assistant manager of the Washington Hotel at Washington, was a dining-car steward on the Baltimore and Ohio.

The President and Mrs. Coolidge, en route to Chicago, were in the diner breakfasting with Mr. Frank Stearns, the Presidential man Friday, and Mrs. Stearns. Ernie Baugh, dining-car superintendent, and George Detwiler, inspector of service, were also in the car, to see that nothing should mar the breakfast. Mrs. Coolidge was overheard mentioning the word "coffee." The context was inaudible. But Rush stepped quickly to the table and asked:

"Pardon me, Mrs. Coolidge, but did you find the coffee all right?"

Smiling that most gracious of smiles, the First Lady said, "Yes indeed. I was just remarking to Mrs. Stearns that that was the best coffee I ever tasted."

Looking up at the steward, Mr. Coolidge blinked and said, "What did *you* think was the matter with it?"

AND one day when I took my young son, a boarding-school youth who had never seen this President, to one of the conferences, there was humor in the air. After the President had answered such questions as he wished to answer, there was a pause while the chief executive looked down his wandering nose thoughtfully. Then a twinkle appeared in the corner of the Presidential eyes.

"There was one matteh I had not intended mentioning," said the slightly (only slightly) nasal voice. "But I have begun getting a numbeh of jackknives through the mail."

The twinkle had deepened, and so had the silence of the mystified listeners.

"I think," went on the quiet voice, "that I neveh said I intended whittling, afteh my term of office

should end. It has been so long since I whittled that I feah I should not make a success of it. Yet I had not denied the statement, because I did not want to spoil a good newspaper story. But when"—and by this time the Presidential face was grinning broadly—"it reached the point where I am getting property undeuh false pretenses, I think a halt should be called somehow."

By that time everybody was laughing. It was good comedy, well staged.

My boarding-school son laughed wonderingly. And as we left, he said, "Gee! I didn't know *Presidents* cracked wise!"

Still more recently the President was talking to "the boys" and he gave out a statement, in answer to a written question, about the tariff-commission's action regarding fluor-spar. As he read the statement he wished to make, he paused and said:

"Because my stenographer needs to know it, fluor-spar is spelled f-l-u-o-r s-p-a-r."

This caused a ripple of laughter. But the big laugh came later when, in answer to a *sotto voce* query from the back of the group. "What is fluor-spar?" the President answered, quick as a flash:

"My stenographer doesn't need to know *that*."

So the twice-a-week trip to the White House office, where stands the slight little pink-haired man glorified by the office he has so meticulously occupied (now without the small white collie that used to be a constant attendant behind his master's chair often barking if the session should happen to grow boisterous with laughter)—where stands this picturesque and well-loved though sometimes enigmatic person, is perennially interesting. It will be interesting when the next President comes into office. For our President is always *our president*, and therefore a highly precious personage.

Dyment Is Gone

By RALPH D. CASEY

COLIN V. DYMENT, an associate member of Sigma Delta Chi and widely known Pacific Coast newspaper man and former journalism professor, is dead.

Kindly, shrewd, and without an ounce of buncombe in his make-up, Colin Dyment was respected in every newspaper office he ever entered and hailed by countless students as a wise and able teacher. He died suddenly a few weeks ago of influenza in Hayward, Cal., where he was publisher of a weekly newspaper.

Trained in the classics at Toronto University, Mr. Dyment first entered journalism in Walla Walla, Wash., on the staff of the *Statesman*, and later was employed on the *Spokane Spokesman-Review*. To the newspaper shop and in the classroom he brought a fine educational equipment, a sound and sober mind, a sane judgment, and an attitude of good will and understanding that gave him advancement, first in the newspaper office, then in the profession of teaching.

From Spokane he went to Portland, Ore., serving as Northwest editor of the *Oregon Journal* and later on the *Telegram*. When the expansion of the University of Oregon school of journalism in 1913 required Eric W. Allen to select an associate, Mr. Dyment was chosen with the recommendation of the entire Portland newspaper group. A few years later President Henry Suzzallo took him to Washington to become dean of the school of journalism.

Washington students will recall their debt to Mr. Dyment as teacher and counsellor. They will recall, too, the red vest he wore on gala Sigma Delta Chi occasions. The vest is famous in the history of the Washington chapter. Students approved of the vest; their approval at these reunions and out-of-classroom gatherings was a symbol of their affection for the dean.

During the World War, Mr. Dyment resigned his deanship to enter the service, first of the fuel administration in Washington, D. C., and then of the Red Cross. He attempted to enlist in the infantry, but a minor injury received in a soccer game years before prevented that. He was a colonel in the Red Cross and as searcher for the Ninety-First Division, was under fire many times overseas. His "Military History of the Ninety-First" is the definitive account of the record overseas of this noted Pacific Coast outfit.

After the Armistice, Mr. Dyment directed the campaign for the increase of millage funds for Oregon higher institutions of learning and with its success, he returned to the Oregon campus as dean of the College of Literature, Science, and the Arts.

He obtained a leave of absence from the university more than three years ago and spent a year in travel and study. Newspaper work called him once more and before purchasing a newspaper in Hayward he was managing editor of the Eugene, Ore., *Register* for a time.

Mr. Dyment was 49 years old at the time of his death. He was a native of Canada. He is survived by his widow, Dr. Bertha Stewart Dyment, and a son.

THE QUILL

THE QUILL is published by Sigma Delta Chi in the months of February, April, June, August, October, and December. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities. It is the official publication of Sigma Delta Chi, international professional journalistic fraternity, founded at DePauw University, April 17, 1909.

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DECEMBER, 1928

Sources of News

When Karl A. Bickel directed the attention of Sigma Delta Chi to Latin America as a potential news source as well as a news market, he raised a question most editors are facing or have faced with some perplexity.

It is true that a hemispherical coalition seems a logical result where all the nations are democracies and all, more or less, wholly awake to the advantages of commercial growth. The Pan-American Union has chronicled this development, and the United Press, of which Mr. Bickel is president, has played its part in whatever progress has been made.

It remains a question whether, to the rank and file of readers, a question of pure economics ever will be favorite news—even if, by all the laws of prosperity, it should be. The trouble with Latin America news is that it has difficulty in making the front page, in the symbolic sense of the phrase. It gets there only when a Fawcett or a Dyott (neither of whom is a Latin American) makes known some of its geography, or a Roosevelt discovers a River of Doubt. Apart from that the American public favors, or its editors believe it favors, the assassination of a president or a well-flavored revolution as front-page news from across the Rio Grande. The statement of cattle on the hoof, of the wool cut, of the mineral production and the growth in shipping between the two continents leaves most of us strangely unmoved.

What is true of Latin America is true of many other places. Almost every reader who possesses some manner of cultural background, has his predilec-

tion; there is some part of the world which, by reason of interest or opportunity or chance, has a larger appeal than anywhere else. One man sees this interest and appeal in Latin America; another in the Orient; another among the queer folk of the Balkans; and occasionally there is even someone who perceives the heart of news interest to be in Scandinavia.

All these together are right, but none of them to the degree of his own enthusiasm. The greatest single task the American press has is to teach the lesson of neighborliness, to make all peoples comprehensible to us instead of fantastic. When we think of a Russian we should not see only a booted and fur-skirted figure with whiskers, standing against an icy landscape.

We certainly need to know all that is possible about Latin America; and of few places do we know less, outside the figures of commerce. But modern invention is foreshortening the horizon so that geographical location no longer has the old significance. The world is, indeed, our oyster, and we are the world's. Who knows where will be found the pearls of acceptable news?

Playful America

Two more large midwestern newspapers announce proudly that the Sunday colored comic section shall hereafter be sixteen pages instead of eight. How many acres of pulp-wood forest will the increase consume? And how much good ink, and labor?

One can't help but wonder why they did it. Of course sixteen pages of comics can be defended. Almost anything can be defended. Perhaps comics come under the classification of harmless, wholesome amusement. Play. Laughs for the tired business man, fun for the kids.

Or perhaps the management doesn't fall for that, but says helplessly that the rival papers are doing it, and that the resulting increase in circulation indicates the public desire. Which brings us again to the time-honored plea—we have to give the public what it wants.

Does the American public want sixteen pages of comics? Did widespread public demand force newspapers to publish comics in the first place and then add page upon page until now sixteen pages is becoming the rule? If that's a true measure of public taste and intellect, how shall America compare herself with dark, unenlightened, Soviet Russia!

Junius Wood, for many years correspondent in Russia, says in this issue that a train wreck with scores killed, or the execution of a dozen criminals, or any of the news that we consider sensational and play with headlines, receives but a scant stickful in Moscow

newspapers. On the other hand, a political meeting, or any event that is of economic or philosophic interest, gets from two to five pages!

Of course Russian interest in government, trade, and economics is born of her dire necessity. And perhaps American interest in comics, sports, and magazine sections is born of ease and prosperity. The world is a lovely place—we've conquered our environment. We've earned our leisure! So let's play.

But sixteen pages of comics! Is that play? With Harold Teen, we woefully utter a weak, gasping—"Halp!"

Editorial Writing

Into an editorial room, on a holiday morning a veteran dragged irresolute feet. He sat himself down to his typewriter, cogitated fruitlessly, and at last bore down on the keys with this provocative result:

The editorial written on a day when nobody ought to write an editorial, when nobody wants any editorial written, when there's no earthly need of writing one or any subject demanding one, might well concern itself with the question whether editorials ever ought to be written anyway and whether, if written and printed, they are of any use under the sun. What shall we say about that?

It is a matter that goes very much to the heart of a number of important considerations and, among others, to that interesting consideration which establishes editorial writing as the means of a livelihood for a fairly large number of gentlemen who otherwise probably would have difficulty in finding a means of livelihood.

Across this vital and important theme, therefore, in a fashion fairly livid, we find a bar which looks much like the thing called a bar sinister. The short and sweet of it consequently is that we round to the snappy conclusion that, on this itching and superlatively compelling proposition, nothing at all should be said.

Gentility

A newspaper man ought to be a gentleman. If he isn't, there's no hope of his becoming a really high grade exemplar of his craft.

On this point a dozen leading editors agree—you'll find them saying so, elsewhere in this issue.

To THE QUILL it seems a point well taken. A city editor or a news editor or a managing editor must deal with intangibles—intangibles which, when crystallized in cold type, may ruin a man's reputation or destroy his home.

News is elusive merchandise. No scales will weigh

it. It depends for its final shaping upon the newspaper man's judgment, his good taste. If he is a cad his story will show it; if he is a gentleman, his story will prove it to the world. Meanwhile the defenseless public must suffer, or benefit, as the case may be.

There are few vocations where gentlemanliness is so fundamental.

Change

The city editor of a large midwestern daily leaned against his desk the other day and put one foot on the seat of his swivel chair. Then he said some rather surprising things, considering that he never went to college and took all his courses in journalism while he was earning his pay checks.

"Newspaper work holds out a better opportunity for the educated, serious-minded young fellow than it ever has," he said. "Newspaper salaries are going up all over the country. Editors want higher grade reporting and they're beginning to pay for it. They're no longer content with the old-time reporter—the irresponsible drinking, roistering chap. They're replacing him with a new, modern type of reporter—the man with education and background who believes that newspaper work is a profession."

The city editor paused for breath. "Some people can't see it," he said, "but that's what's happening. We've got only one of the old style newspaper men on this paper—and we aren't hiring any more of 'em. We want the other kind, and we're paying money to get 'em."

The Metropolitan Farm Editor Writes For All Readers

(Continued from page 15)

tural, but when traced to their sources are found to have a vital affect on the man in the street.

Ridgway spins dozens of yarns of the stories that have been printed. Yarns about the part played by newspapers in the war against bovine tuberculosis in the Chicago milk shed, in the price of Thanksgiving turkey and the day to day prices of eggs and butter, in the abuses formerly costing livestock shippers hundreds of thousands of dollars per year and in the growth of garden clubs in Chicago and vicinity to a total of 50 groups with more than 1,500 members.

"I'd like to see an agricultural editor with the proper training and viewpoint on every metropolitan newspaper in the United States," Ridgway concluded. "If that happened, there'd be greater harmony between industry and agriculture and both would benefit immensely."

The Country Editor Finds an Admirer

(Continued from page 10)

vicinity of Philadelphia broke in New York on October 31, the day before the *News* publication date. The information was telegraphed to the publicity representative of the Western region—the vice-president in charge of operation—and reached Chicago at one in the afternoon, in time for release to morning papers for publication on November 1. The Western region editor rushed the story to the printing plant where *The Pennsylvania News* of November 1 was in the process of makeup. Another story was jerked from the front page and the electrification plans reached all employees in that region—and in the other two regions as well—the following morning, simultaneously with the appearance of an Associated Press dispatch in their local newspapers.

The announcement of the decision of the board of directors, two months earlier, to allow employees to subscribe for a new issue of capital stock was delayed in release at Philadelphia until the afternoon of the day before publication date. It reached Chicago by telephone with but minutes to spare before the closing of the final form.

After the *Vestris* sank off the Virginia Coast on November 12, the November 15 issue of the Western region *News* carried a story and a cut, both obtained in Chicago, of the rescue of a Pennsylvania employee, a truckman at the Polk street freight station, who was a passenger on the ship. The *Chicago Tribune* carried another cut and a story about the man the same morning. This issue of the *News* also carried a cut of a railroad employee who is President-Elect Herbert Hoover's double in appearance, and a cut of the Armistice Day services at the Chicago Union Station, as further evidences of the timeliness of its content.

Correspondence is handled in true country newspaper fashion with about two of the twelve pages of each issue devoted to personal items of this type:

"William Noblet, son of Conductor Noblet, of Louisville, who lost his clarinet at the Pennsylvania-Missouri Pacific baseball game at St. Louis, recovered it at the Pullman office."

The Pennsylvania News, however, has worked out a method for concentrating, and, so increasing, reader interest in its personal columns. Each of the regional newspapers issues two or three separate editions, all of them with the regular news pages, but with different pages of personals. Thus each edition carries personals of particular interest in the region where it circulates.

Every operating division of the railroad, of which there are about 12 in each region, has its division reporter. Sending material to him are about 25 or 30 other reporters located at various points on his division. In addition to the personal items that the division reporter may contribute, he is encouraged to send in longer stories, with the result that about 50 per cent of the material appearing in each issue is the product of division reporters. Generous use is made of cuts, so that considerably less than half of the matter that is written is prepared in the editor's office.

Overnight distribution to all points on the railroad is obtained from each of the three edition headquarters. On the evening before the date of publication, deliveries in bundles are made to the baggage room direct from the printing plant while the presses are still running, and bundles of the *News* leave the city on the "Newspaper Trains." More than 75 per cent of the copies are placed in the hands of the readers the following day and the remainder, the majority of which go to train crews that are away from their home terminals, are distributed on the second day.

The Western region edition, which is typical of all editions, is printed on news print. Between the front and back pages, which are largely devoted to spot news are: a sports page, obituary, marriage, birth and retirement columns, a woman's page, a children's page, and an editorial page with cartoon and editorial, book review, humorous, and letters to the editor columns.

Sigma Delta Chi Strides Ahead

(Continued from page 9)

Dreiske, who planned the details of the convention for the host chapter; Ward A. Neff, for his continual and untiring service in many capacities, and for making available to the convention the efficient service of his secretary, Miss Genevieve Stamper; George Courcier, who has had charge of international headquarters during the past year—the first year of its operation; the Chicago Press Club; *Daily Northwestern*; Board of Publications; John G. Earhart, chairman of the Personnel Bureau, and others.

The budget for next year contemplates the spending of between seven and eight thousand dollars to conduct the fraternity's business.

One of the final acts of the convention was to decide upon the place of the next convention. The chapter at the University of Missouri, Columbia, won the right to act as host.

(Continued on page 21)

"Let Good Taste Govern"

(Continued from page 7)

is more or less public property and his actions and conduct within rather broad lines are of interest to the public which makes his 'profession' profitable. Gene Tunney, retired, is entitled to the consideration and courtesy which should be accorded any private citizen who is behaving himself.

"John Coolidge, as the son of the President of the United States, is news when he does anything to make himself news. If John engages himself to marry a young lady of his choice such a circumstance becomes an interesting and entirely legitimate piece of news, but, in reply to your question No. 2, I would say that newspapers have no moral right to broadcast the fact that he has called on a young woman, or writes to her daily, or on the intensity of their friendship.

"By the same token I would make a negative answer to your question No. 3 relative to the row in the Dodge family.

"I realize that newspapers of another school contend that anything which is of general interest to a large number of readers is news and that they owe it to such readers to secure this 'news' in any way it may be obtained. This branch of the press, however, usually set up their own standard and then develop the interest to go with it.

"To summarize my answer would be 'No' to all three of your questions."

Paul Bellamy, managing editor of the *Cleveland Plain Dealer*, is another who is inclined to invoke, in all questions of this sort, the editor's good taste. He writes:

"You have raised a most interesting question in this matter of privacy of the individual. I think you will receive replies of the most diverse character. In general, your respondents will group themselves into two classes, namely, those who hold out for some of the decencies and those who go the whole distance with the tabloids. I believe that I belong to the first class, but on thinking the matter over, find it very difficult to reduce to general formulas the principles by which I should determine these cases as they arise on our own newspaper. Of one thing I do feel sure, namely, that each case would have to be handled by itself.

"Proceeding directly to your questions: (1) The Tunney case. I believe that the manner in which a man attains prominence may properly be taken into consideration by a newspaper in determining the degree of privacy to which he is entitled. I feel, for example, that a professional puglist has no such claim to privacy as, let us say, a man who attains preeminence as a scholar. I also feel that persons holding public office, either elective or appointed, have somewhat less claim to enjoy complete immunity from newspaper publication than have those whose title to prominence rests simply on business or professional activity.

"This, however, is only a general principle and does not get us far in dealing with the individual case. Even if we had made up our minds that the heavyweight champion of the world just retiring has forfeited his right to be considered a shrinking violet, there are certain definite limits beyond which I would not permit the *Plain Dealer* to go in prying into his love affairs or his other private business. I think these limits were greatly overstepped by some of the New York newspapers. I should think it quite proper for a *Plain Dealer* reporter to ask him for details of his marriage, provided the reporter could manage to get him on the telephone or meet him face to face on the street or in any public or semi-public place. But I would not fly an airplane over a private estate in order to take pictures nor would I bribe servants nor would I dress up reporters in disguises in order to penetrate the man's retreat. I should state in the paper that at such and such an hour Mr. Tunney went into his fiancée's house for dinner and let it go at that, without adopting any of the means I have spoken of



above to discover what they had for dinner that night or what conversation ensued between the fighter and his sweetheart during the evening.

"(2.) In the case of John Coolidge I feel that the fact he is the President's son has deprived him of what he would otherwise rightfully claim in the matter of privacy. Good taste, however, should enter into the matter of handling his love affairs. I have seen several articles concerning his supposed love affair with Gov. Trumbull's daughter which exceeded the bounds of propriety. I realize that to dismiss the matter by saying that such stories should be handled in good taste and should follow generally the lines along which two gentlemen would discuss the matter does not provide any very sure guide. And yet it seems to me this is about all that can be said. If an editor

is not disposed to be a gentleman you can talk until you are black in the face but he will prove that he is not a gentleman every time he opens his mouth.

"(3.) With regard to the Horace Dodge matter. In this case it seems to me that the general character of the persons concerned supplies the answer. If a man and his wife have become notorious, as the James Stillmans have become notorious, then their affairs may be properly commented upon by newspapers as they have forfeited the right to complete privacy. For example, take the Stillman case. After they had shown their willingness to drag their private affairs through the newspapers, as they did in the trial to determine the legitimacy of their child, it seems to me that it would be perfect folly for a newspaper to show any great regard for their claim to privacy. They themselves, and not the newspapers, destroyed that claim.

"In conclusion, then, the only safe rule is to judge each case on its merits and to handle it according to the dictates of good taste."

Sigma Delta Chi Strides Ahead

(Continued from page 20)

Delegates attending the convention:

Butler, E. Gerald Bowman; California, H. Richard Winn; Colorado, J. Fred Denton; Columbia, Wayne W. Parrish; Cornell, R. P. Ludlum; DePauw, W. L. Arnold; Georgia, Wynn Burton; Grinnell, Joseph McKee; Illinois, Frank E. Schooley; Indiana U., Joseph A. DeLo; Iowa State, Stephen McDonough.

Iowa University, Harry E. Boyd; Kansas State, Ralph R. Lashbrook; Kansas U., Forrest O. Calvin; Kentucky, John Walter Dundon, Jr.; Marquette, Joseph W. Berg; Michigan, Alexander K. Gage, Jr.; Minnesota, Remy L. Hudson; Missouri, Ralph L. Schmitt; Montana, Sam Gilluly; Nebraska, Munro Kezer; North Dakota, Victor Rose.

Northwestern, John H. Dreiske; Ohio State, Byron C. Wilson; Oklahoma, Howard Brisco; Oregon State, Albert W. Bates; Oregon U., Arden X. Pangborn; Pittsburgh, Walter Conrath; Purdue, F. J. Tangerman; South Dakota, Bruce Cochran; Stanford, Calvin D. Wood; Toronto, D. W. Buchanan; Texas, James L. McCamy; Washington State, Stanley P. Williams; Washington, Bob Johnson; Western Reserve, Walter W. Rankin; Syracuse, Stuart Jones; Drake, R. L. Finch; Wisconsin, Hampton Randolph.



WITH SIGMA DELTA CHI AFIELD



MORLEY CALLAGHAN (Toronto '25) is the author of the novel "Strange Fugitive," published in September by Scribner's, which has attracted widespread attention as a new type of fiction, comparable to Ernest Hemingway's "The Sun Also Rises." It is predicted that "Strange Fugitive" will run into 40,000 copies.

Callaghan is a graduate of St. Michael's College, University of Toronto. His undergraduate days were characterized by an intense interest in literature and oratory. Callaghan has just completed his law training, carried on while he also made a success of a small circulating library and worked on the staff of the Toronto Star.

One summer while in the library of the Star he met Ernest Hemingway, author of "The Sun Also Rises." The two became friends, and this friendship opened the way for the appearance of some of Callaghan's stories in the small transatlantic reviews.

Last winter the "American Caravan," which prints annually the best new work of the year as selected by the editors, ran his "Amuck in the Bush." A few more stories were published in various left-wing magazines, until Scribner's found him out and took his "Strange Fugitive" and a flock of short stories.

Callaghan's fiction is the exact antithesis of the romantic stuff found in the popular magazines. His language is simple and concise, at times like the blows of a riveter's hammer. His plots are not complex, for his stories are straightforward accounts of the actions of certain characters within a given time. The characters are followed so closely that the reader is frequently led into somewhat unlovely, not to say sordid situations.

Callaghan is a firm believer in American culture, and believes that Canada's culture will follow the American. In Toronto, at any rate, this is not a popular doctrine. But there's no doubt that Toronto has produced, in the words of the New York Times, a star "of the first rank."

ROSCOE CATE (Oklahoma '27) is now on the editorial staff of the Daily Oklahoman, Oklahoma City, Oklahoma.

LEROY PURDY (Colorado '27) is now with the Boulder (Col.) Daily Camera.

GAIL W. CHURCHILL (Iowa State '25) is covering local politics for the Des Moines Register.

HAROLD L. HARRIS (Iowa State ex-'25) is publicity director for the agricultural extension department of the University of Minnesota.

J. STUART HAMILTON (Wisconsin), last year instructor in journalism at the University of Colorado, is on the journalism faculty of the Kansas University.

CURTIS J. SKINNER (Colorado '27) is on the Leadville (Col.) Herald-Democrat.

ZELL F. MABIE (Colorado '25), formerly a member of the staff of the Arizona Republican, Phoenix, Ariz., is instructor in journalism at the University of Colorado.

DAVID C. LEAVELL (Missouri '27), has recently been made managing editor of the Longview (Tex.) News. Leavell left the staff of a paper at Marshall, Tex., to take his new position.

ALFRED N. CARTER (Texas '27) is taking a postgraduate course in journalism at the University of Texas. Last year he was student assistant in journalism.

FORREST O. CALVIN (Kansas '28) is managing editor of two monthly magazines—Kansas Municipalities, the official publication of the League of Kansas Municipalities, and Public Management, the organ of the International City Managers' Association.

LESLIE COMBS (Kansas State '26) has resigned as farm editor of the Emporia (Kan.) Gazette to become an instructor in the department of technical journalism at Iowa State.

W. K. CHARLES (Kansas State '20) formerly instructor in the department of technical journalism at Iowa State, is director of broadcasting for Swift & Company, Chicago.

JAMES B. HATCHER (Wisconsin '27) is working on the Niles (Ohio) Times.

J. LLOYD GREGORY (Texas '20) is

sports editor of the Houston (Tex.) Post-Dispatch.

ED ANGLY (Texas '20) was recently sent to Moscow from Paris for the Associated Press.

ROYSTON CRANE (Texas '18) is drawing the comic strip "Washtubs," which is being syndicated through the Newspaper Enterprise Association. Crane is in Cleveland.

WILLIAM E. BERCHTOLD (Texas '27) is national aviation and automobile editor for the Associated Press, with offices in Washington, D. C. Berchtold was advanced from the Columbus (Ohio) office.

J. LATHROP MACK (Texas '27) is Ohio sports editor for the Associated Press. His headquarters are in Columbus.

CLYDE W. JOHNSON (Texas '27) is state editor for Missouri for the Associated Press. His office is in St. Louis.

FRED HIBBARD (Texas '17) is secretary of the American legation at Mexico City. His last post was in Moscow.

ROBERT A. BROWN (Michigan '23) is doing publicity work with Doremus & Company, Chicago.

ROBERT BARTON (Indiana '27) is on the staff of the Rushville (Ind.) Telegram, a new daily that first appeared on October 25.

THOMAS F. SMITH (Butler '26) is on the city staff of the Indianapolis Star.

DONOVAN TURK (Indiana '26), police reporter on the Indianapolis Star, who was injured last February in an emergency car crash, has recovered and will rejoin the Star staff soon.

CHARLES ROBBINS (DePauw '28) is reporting for the Indianapolis Star.

JOHN BEST (DePauw '28) has deserted journalism for the bond house of Halsey, Stuart & Company, Chicago.

WILLIAM ONG (DePauw '28) is working on the *Wall Street Journal*, New York City.

* * *

ORIEN FIFER (DePauw '25) formerly correspondent for the Associated Press at Madison, Wis., has been confined to his home at Indianapolis with tuberculosis.

* * *

WILLARD ARNOLD (DePauw '29) acted as traveling representative of DePauw University during the summer months. His job was to interview prospective students.

* * *

JOHN H. MONROE (Minnesota '25) managing editor and assistant publisher of the *Walsh County Record*, Grafton, N. D., was married December 24, 1927 to Miss Clara A. Moe, superintendent of the Institution Hospital at Grafton. Monroe surprised his community with great thoroughness last August when he announced that the wedding had taken place seven months before.

* * *

EDWARD J. FRANTA (North Dakota '27) is now the managing editor of the *Cavalier County Republican*, Langdon, N. D. After leaving college, Franta managed the *Pampa (Tex.) Times* until he resigned to take charge of circulation and accounting on the *Republican*.

* * *

CLAUDE MAHONEY (DePauw '28) is a reporter on the *Indianapolis Star*.

* * *

KEN GREGORY (Kentucky '28), who, as president of his chapter, presented the Kentucky petition at the 1927 convention, is now editing copy in the Memphis, Tenn., bureau of the Associated Press. Until recently he was on the *Lexington (Ky.) Herald*.

Through the medium of your official publication, it is a pleasure to herald the news of our extensive plans for the holiday gifts of 1928.

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